


BENSON & HEDGES
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Dear Mr. Extralongname:

We are delighted to send you the first issue of our Benson & Hedges Privileges Club Magazine.

Its purpose is to simply provide busy people like yourself with the kind of inside information that tourists never get from renowned world travelers - where to find a baroque palace in the center of Vienna, and the best place to shop for leather outerwear and carpets while sailing the Turkish Coast.

The table of contents suggests our scope. The reviews and articles in each issue will bring you such unique guidance as...which wine goes best with Columbia River salmon, how to find the choicest regal retreats throughout Europe where guests are treated like visiting royalty, and what not to buy at duty-free shops.

I think you'll find the Benson & Hedges Privileges Club Magazine an invaluable personal resource...in travel, in enhancing your leisure, in making more satisfying purchases.

120 PARK AVENUE, NEW YORK